

ORDER



Orders
Order / Rev: 203920
Alt Order #:
Product Desc: 9/17-9/23 KAINE FOR SENATE 2012
Estimate: 11793
Flight Dates: 09/17/12 - 09/23/12
Original Date / Rev: 09/06/12 / 09/19/12
Order Type: REG

WVBT

Primary AE: WVBT National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	5	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$3,000.00	\$2,550.00	0.00
Totals	5	\$3,000.00	\$2,550.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	09/18/12	09/18/12	Tue Prime Other 1 Tuesday 8-10p	CM	8-10p	-T-----	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1				\$1,000.00		0.00			
N 2	WVBT	09/19/12	09/19/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----		1				\$1,500.00		0.00			
N 3	WVBT	09/22/12	09/22/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----1-	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1-		1				\$250.00		0.00			
N 4	WVBT	09/23/12	09/23/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----1	:30	1	\$250.00	P4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1		1				\$250.00		0.00			

Order / Rev: 203920
 Alt Order #:
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 9/17-9/23 KAINE FOR SENATE 2012
 Estimate: 11793

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WVBT	09/23/12	09/23/12	Su 10-1044p Fox News @ 10 Sun	CM	10-1045p	-----1	:30	1	\$250.00	P4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----1	1		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WVBT	09/17/12-09/23/12		Su 10-1044p	10-1045p		-----Su	:30	(\$250.00)		0.00	NM			
See MG 4.2,4.3 [Political]															
2	WVBT	09/21/12-09/23/12		M-F 7-730p	7-730p		-----F----	:30	\$125.00		0.00	NM			
Ⓜ MG for 4.1 09/23 [Makegood]															
3	WVBT	09/21/12-09/21/12		M-F 730-8p	730-8p		-----F----	:30	\$125.00		0.00	NM			
Ⓜ MG for 4.1 09/23 [Makegood]															
													Totals	5	\$3,000.00